

# THE GLEICHEN CALL



TWENTY-SEVENTH YEAR NO. 36 GLEICHEN, ALBERTA, WEDNESDAY NOVEMBER 22, 1933 SUBSCRIPTION \$2.00 PER YEAR

## TOWN FATHERS IN REGULAR MONTHLY SESSION

Another session of the Town Council was held at which the following members were present: Mayor Yates and Councilors W. E. Thompson, W. McConnell, D. McDonald, A. MacCallum, W. J. McKay and C. Thompson.

The fencing in of the old Palace Hotel basement came up again and owing to various circumstances this matter would have to be left over until next year.

The council were in favor of aiding in every way possible the school festival if it were held in Gleichen next year.

The by-law governing the wastage of irrigation water was read three times and passed. This by-law is No. 248.

Several business taxes were still outstanding and a secretary was instructed by the council to endeavor to collect some of them as soon as possible.

It was announced that the mailing for the Community hall had been secured and put down in the aisle but still there was lots of noise. Some of the councillors thought the outside hall should also be covered with rubber matting. This will likely be done later on. There appeared to be an unnecessary amount of running back and forth on the part of the officer which interfered with people listening to the pictures. The secretary was instructed to see Mr. Sloan regarding this matter also, bring up the topic of people smoking in the hall.

The Athletic Club made application for water for use at the rink. Councilors C. Thompson and W. E. Thompson moved and carried that the club be given the same privileges as last year. J. E. Lester, the town engineer, would look after this matter.

A letter had been received from the Calgary Power Co. regarding an error in the September account for energy used by the irrigation system. The correct amount was \$4218. Letter had been received from the Western Canada Fuel Association enclosing a copy of by-law regulating hawker and peddlers particularly in regard to food. The letter was ordered filed.

A letter had been received from J. A. Menard making a very good offer for the E. Griestach blue house and barn. The councillors thought this proposition very good so accepted the proposition and closed the deal. Mr. Menard would have to clean up the property, fill in the cellar and well.

It was announced that two cop had been engaged to look after the property about town on Halloween. They were not quite smart enough for the young people, who removed certain things from properties. The town constable has ever since been looking for the missing articles and has them returned. It might be added here that the special cops had taught last Halloween for the young people rolled them in the snow banks several times.

The following accounts have been paid since last meeting: Postmaster \$19; Bank of Com. school account \$75.00; Gleichen school district \$75; S. E. Lester \$20; Mr. Murray \$20; Bank \$170.70; Telephone \$7; Gleichen school district \$70; S. Lester \$85; Mr. Murray \$77.60; C.P.R. \$145; T. Eaton Co. \$18.85; Workmen's Compensation Board \$2.89; Bank loans \$248.61; Gleichen school district \$248.61; Bank loans \$1000. The following bills were passed for payment: S. Young \$4; C. Fleury \$4; McKay Hardware \$8.95; Gleichen Hardware \$0; West. M. News \$3.15; R. W. Harrison \$8.60; Crown Lumber Co. \$10.00 and \$30.65; R. W. Brown \$8.00; Crown Lumber Co. \$10.89; Mother's allowance \$20; C. Johnston \$20; P. Desjardins \$4.54; M. Murray \$5.75; R. S. McQueen \$19.78 and \$47.41.

## COMING EVENTS

Nov. 23—R. W. Howson Alberta Lumber dealer, address in Gleichen Community Hall.  
Dec. 1—Annual Old Timers Ball in Cern. Hall.  
Dec. 2—Annual Xmas bazaar of W. A. United Church.  
Dec. 8—U.F.A. and U.F.W.A. rally night at Meadowbrook hall.

Two new weeds have been added to the official list of noxious weeds of Alberta. These are the Leafy Spurge and the Gray Creech.

## LOCAL SOCIETY IS FORMED PROTECT AUCTION PLAYERS

By A. Beaud.  
I'm starting in Gleichen a new society called the S.P.C.A.B.P. its aims and objects will be solely for protection of Cruelty to Auction Bridge Players. Something has to be done about Contract Bridge fiends who ruin ordinary complex. I'm getting fed up and near a nervous breakdown. There are many other sufferers in Gleichen.

If I like a quiet little game of auction, why in heck do I have to play contract? Couldn't you die when some ultra-modern bridge act arches an eyebrow and enquires, Oh don't you play contract? It is a crime only to be proficient at auction?

And couldn't you weep when another sez, "MyOmny, why that's old fashioned now, we have been playing contract at Superchicks corners for two years now."

And wouldn't your arteries harden and take convulsions when they sez, you with an unclear stare and say: "I just love contract? If you've never learn the game you'd never play anything else."

Ye gods and little fishes! Auction is finally get roped in a contract because you cannot be a poker all your life—and it's agony to acquiesce—and some high jinks in contract player that should be laying casino his two spades and according to the League of Nations convention, or Elks or Eagles or some, or something, you should have switched to a trio of diamonds, and your biggest spot is a seven not you pass and have to take a penalty and confess you never intended a contract convention—dinner and blizzard, ain't life a trial.

Membership in this society will be free. But we want men with money; men who will lift the voice proudly and tell 'em they can't play contract, they never intend to learn and for Pete's sake use us alone.

Superior contractors, beware. This is a revolution with a dictator's yell. Some day we'll turn out on all like the big bad wolf and we'll be the "Last Round-up" for contractors. Mark well the auction bridge player. He may look ignorant for all his ignorance of contract, but face him at his own game and it's certain.

Registration for the S.P.C.A.B.P. will be accepted any day. All you need for equipment is a cudgel, a steel hammer, a frozen smile and a deck of cards.

## THEORY AND PRACTICE

It is might fine thing to know a lot, but it is even better to be able to do things. Many persons who have an their command a considerable assortment of information are unable to put it to very much practical use.

This was neatly illustrated in a sort of "confession" article by a teacher, in a recent periodical. She said:

"I can solve a quadratic equation, but I cannot keep my bank account straight."

"I can name the Kings of England since the War of the Roses, but I do not know the qualifications of the candidates in the coming election."

"I know the economic theories of Malthus and Smith, but I cannot live within my income."

"I can explain the principles of hydraulics, but I cannot fix a leak in the kitchen faucet."

"I have studied the psychology of James and Titchner, but I cannot control my own temper."

"I can conjugate Latin verbs, but I cannot write legibly."

"While this picture may be somewhat overdrawn, it serves to illustrate the futility of much that passes for education, when its acquisition is not accompanied by training which leads to its useful employment in every day life."

## UNITED CHURCH

Rev. V. M. Gilbert, Minister.  
11:00 a.m. Church School.  
7:30 p.m. worship. "The Fighting Christian."

## SCHOOL FESTIVAL STRATHMORE NEXT YEAR

Editor Call:  
In answer to the numerous enquiries regarding the location of the School Music Festival for 1934 it seems reasonable that the people of this community should know just why that event will again take place in Strathmore.

At the teachers convention held last week in Calgary the claims of Bassano and of Gleichen came up for consideration by the teachers assembled there. After considerable discussion an open vote of the teachers of the Inspectorate was taken. The first vote gave a majority to Strathmore and a tie between Bassano and Gleichen. This tie was broken in favor of Gleichen, the teachers from the west of the Inspectorate not voting. Later a vote regarding Gleichen and Strathmore in which the teachers from Wayne and the Strathmore districts voted there was a large majority in favor of Strathmore as the teachers from these districts outnumbered those from the eastern section tributary to Bassano and Gleichen.

The reasons advanced for this decision were:

1. A gravel road is available from Wayne and the north.
2. The distance to either Bassano or Gleichen is too great.
3. Strathmore is more central to the schools interested.

These are all selfish reasons on the part of the people in the west and north, and while they are possibly legitimate ones, the fact is, that it is possible to enforce them because districts interested in bringing the festival to Gleichen were not represented in sufficient numbers to carry their wishes.

It is to be hoped that during the coming year some arrangement may be made whereby the burden of transportation may be more equally distributed and other towns enjoy the benefits of the Festival.

J. F. GORRILL

## SUGGESTS IDEAS TO IMPROVE OLD TIMERS' BALL

Editor Call:  
We have noticed with pleasure that the Board of Trade are putting on the Old Timers' Ball again this season. This ball has been an outstanding social event in the community and because we wish to retain it we offer a few suggestions.

Some of us old timers regret that the usual invitations are missing this year. On previous years it gave a personal touch which we enjoyed. And some how we feel that a little more of the "Old Time" spirit could be easily worked in.

Would it be possible to have more old time tunes and dances? Probably most of the older folk will not want to be on the floor very much but a few real old ones would add greatly to the spirit. Then would it not be possible to have a place, say in the dining room, where they might sit aside to visit?

The idea of forming an association is being seriously considered. It might help out to set a definite time, say 12:30, just after lunch for the purpose of discussing the proposal.

Thanking you for the space in The Call, I am,  
AN OLD TIMER.

## EASTERN STAR HAVE LARGELY ATTENDED MEETING

There was a large attendance at the regular meeting of the Eastern Star, Monday evening, the occasion being the visit of the Worthing Grand Matron, Mrs. Debon, of Edmonton. Worthing Grand Patron who resides in Calgary and Grand Ruth, Mrs. Wagner of Standard. Members of the society from Medicine Hat, Brooks, Bassano, Cluny and Standard were present.

Worthing Matron Mrs. Velma McBean on behalf of the lodge presented Mrs. Debon with a beautiful gift which the Worthing Grand Matron responded in a most gracious manner. A dainty lunch was served by the members of the social committee of the lodge of whom Miss Phillips is the convener.

## LOCAL BOY SCOUTS TO OPEN TOY A REPAIR SHOP

At a meeting of the boy scouts it was decided to open a toy repair shop where the boys could spend their spare time repairing broken and damaged toys which would be presented to deserving children. The scouts will be very glad to hear from anyone who has broken or damaged toys and will call for them.

The scout officers who will have charge of the toy shop are: Manager E. Lester; Assistant Manager R. Desjardins; Merch. Manager Frank Michael; Jack Garland, Sid Carrell, Wesley Desjardine.

At this meeting E. Lester was elected captain of the Scout Hockey team.

## PROVINCIAL NEWS Issued by Publicity Commissioner, Government Buildings, Edmonton

A considerable quantity of Alberta poultry will be exported to the British market this fall, it is reported by the provincial poultry department. Supplies are now being gathered together for a shipment during the week of November 24th, which it is hoped will amount to about eight carloads. The poultry is being obtained largely from Southern Alberta points, and it is interesting to note, will include whole car of geese. Last year about one million pounds of Canadian poultry were exported to the British market, a quantity which came from Alberta.

A bulletin has just been issued by the Dominion bureau of statistics which gives the bureau's final estimate of the Alberta wheat crop for the season of 1933 to be 55,100,000 bushels, as compared with 164,000,000 bushels for 1932.

Marketing grain through the poultry route would mean better than dollar value for a farmer who has poultry flocks, even at present poultry prices, according to the provincial poultry commissioner, in a recent bulletin on the finishing of poultry on the farm. A report of E. S. Elford, Dominion poultry husbandman, given at the world grain congress last summer, stated that experiments had shown that it takes 28 pounds of mixed grain, wheat, oats and barley, to grow a 6½ pound Barred Rock cockerel. In other words, 4½ pounds of grain can be converted into one pound of chicken meat. On the basis of the present price of nine cents a pound for No. 1 chicken, 100 pounds of grain fed to good poultry for meat purposes would have a value of \$1.93, or at the rate of \$1.15 a bushel for wheat, 93 cents a bushel for barley and 65 cents a bushel for oats.

Farmers in general are showing a keen interest in the studies now being held throughout Alberta to promote the better bacon hog campaign inaugurated by the provincial department of agriculture in co-operation with the federal department, the railways and the packers. The gatherings are being largely attended, and the demand for information is such as to indicate a strong desire on the part of the farmers to do their part in raising the percentage of select bacon type hogs produced in Alberta. Stress is being laid on the point that it is not increase in numbers that is needed, but a greater proportion of high quality bacon such as are suitable for the British market.

Alberta has been experiencing a sort of a second Indian Summer during the past week, with very high temperatures at many points. The snow which came in the latter part of October has almost entirely disappeared in many places and reports come from southern Alberta that the cattle are once more on grass and maximum temperatures have reached as high as 60 degrees. However such warm weather is not entirely unusual for Alberta, for the records of the last ten years show some very high November temperatures during that period, as well as some quite low ones, of course. At Edmonton, in four of the ten years, November maximum temperature was over 60 degrees, with a high record of 74 degrees in 1931. The average mean temperature for November in ten years at Edmonton was 24 degrees.

## NAMES OF OLD TIMERS PRIOR TO 1900 WANTED

Once again we would draw attention to the old timers banquet to honor old timers' who have resided here prior to 1900. If you have lived in the district prior to that time and have received an invitation to this great event will you at once get in touch with any member of the Board of Trade or notify President Purcell and it will be seen to that you get an invitation to attend. The committee in charge have tried every way possible not to miss any old timers but they are well aware of the fact that it is possible to do so. This banquet will take place at 6:30 o'clock on the evening of December 1st, in the dining room of the Community Hall, and it is anticipated that one of the happiest banquets ever staged here will be put on.

At the rate hockey teams are being formed and officers elected Gleichen will have about a dozen teams. No doubt among all these youthful players some of them in the years to come will be real hockey stars.

At Calgary, the ten year record shows seven years in which the thermometer passed the 60 degree mark during November, with an average mean temperature for November during the ten years of 28 degrees. Lethbridge which had seven years in the past ten in which the mercury rose above 60 degrees in November, and its average mean temperature for November for the ten year period was 31.

## ITEMS OF INTEREST OF THE TOWN AND DISTRICT

The spring like weather has caused pansies to bloom in the garden of Mrs. J. A. Ménard.

It is noticed that the R.C.M.P. are checking up on glaring headlights and tail lights on autos. It is advisable to look into this matter before you get into trouble. The police mean business now, so it is up to you.

## WILL ROGERS —in— "DOWN TO EARTH"

His ritzy family preferred caviar and cocktails, but he brought them down to earth.

Back to Ham and Eggs

Come and Break a Rib laughing at Will Rogers

## NEWS COMEDY

2—SHOWS 7:30 and 9 p.m.  
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Limit 5 months

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Limit 3 months

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Go this winter, when fares are much lower and the return privileges longer, on tickets to Pacific Coast, Old Country, Eastern Canada and Central States points. Fine all-steel trains—real travel comfort and Service.

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## What's Become of all The Homely Women?

Women simply aren't homely any more. You meet plain women, yes . . . but their smart, trim air is the envy of many who are only beautiful.

In the old days, when a girl gave promise of becoming "hopelessly plain," she was frankly informed of the fact to save her from hurt pride in later years. She remained frumpy and tried to convince herself that she didn't care!

Not today!

Advertising has played a remarkable part in making every woman attractive.

It has taught her to use the beauty and charm that are here heritage, regardless of the shape of her features, her teeth, her hair, her hands, her complexion, her clothes, and even her erect, athletic figure have been "brought out" by methods constantly before her in advertising.

Read the advertisements. They hold secrets of beauty and style that were denied the women of yesterday

## Town & District

High Hamar whose home is Gleichen, but who has been on the Royal Bank staff at High River, has been promoted and transferred to the main office office in Calgary.

Mr. and Mrs. W. S. Summerfeldt of Calgary are spending a few days in town visiting their daughter Mrs. Smith. Mr. and Mrs. Summerfeldt have recently returned from near Stukerton, where they spent part of the past summer looking after their farm interests there. They report crops as having been very poor in that section of the country.

The two local boys' rugby teams played a game recently which resulted in a tie 1-1. B. H. points resulted when M. Murray tackled Schnepp and T. Downey tackled Murray. One forward pass was completed, B. MacCallum to E. Lester. N. Schnepp and E. Lester played well as did Murray and Clifford for the opposites. The teams were: B. MacCallum, E. Lester, N. Schnepp, W. Lester, W. Desjardine, W. Murray, A. B. B. B., D. Garland, T. Downey, S. Gattman, L. Thorburn. Second team: M. Murray, R. Clifford, J. Desjardine, V. Anglin, J. Garland, B. Schmidt, D. Woods, F. Michael, K. Schmidt, B. Stevens.

The Meadowbrook Hockey Club are not holding a dance on November 27. This was an error on the part of The Call.

Tomorrow night — Thursday — at 8 p.m. W. R. Howson, M.L.A., the Liberal leader for Alberta will deliver an address in the Gleichen Community Hall. Mr. Howson will be assisted by several other speakers.

Al Wilson, an old time Gunner goalie will be back on the job this winter as he has been informed that he will be eligible to play amateur hockey this winter. Bob Brown who also applied for his amateur card failed to get it and will not be seen on the Gunner line up this winter to the keen disappointment of the local hockey fans. It is reported that Jack Roberts the goalie of the Gunners in years gone by has accepted a similar job on the Olds lineup.

A large number of people from these parts took advantage of the bargain rates given by the C. P. R. to Calgary last Friday and Saturday. Every train going west had its quota of Gleichenites aboard. Saturday afternoon the town had a deserted appearance and business was slack.

Miss M. McIntyre, who for some time past has been on the staff of the Holy Cross Hospital, Calgary under-stands an excellent job last Thursday. Latest reports she is doing as well as could be expected. Miss McIntyre will likely be home sometime next week and will stay until after Christmas to recuperate.

Sunday was indeed a delightful day. So splendid was the day that one would think spring had arrived, to January 5th Eastern Canada. If your desire should be to go south there are Homevisitors' fares to the Central States available December 1st to January 5th, or to the ever popular Pacific Coast, November 15 to February 25th. The privileges in connection with these low fares are many, including stop overs, generous limits on optional routes, coupled with fine, fast comfortable Canadian Pacific Service.

Mr. H. L. Phillips, ticket agent, Gleichen, will be glad to give detailed information.

## IT'S HARD TO BURY A THING THAT KEEPS MOVING

A farmer had an old blind horse which had outlived its usefulness. One day it fell into an old well. The farmer looked in and saw him standing deep in the water. There seemed to be no way to get him out and as he was quite useless and the well abandoned and dangerous, the farmer instructed his men to fill up the well and leave the horse buried in it.

The men began to shovel dirt into the well. But the horse was alive and not willing to be buried. When the dirt began to pour in on him he began to shake it off and tread it underfoot. As the well was filled up the horse came nearer and nearer to the surface, and when the men had finished filling the well the horse walked out into the pasture.

There is a moral to this story. The very things which conspire to bury the lion-hearted these days, are used by them to lift themselves out of difficulties and into the light. The very last thing one should do is to decide to act dead and be buried.

The cutting rink members have been busy lately getting the rink in shape for curling and have spent many hours doing repair work. Just as soon as the weather gets colder they intend to make ice.

Take a look at the label of your paper and find out how you stand with

your subscription. If you are in arrears or your subscription is falling due shortly a prompt renewal would be appreciated.

Many a man who has "gone over the top" would shrink from acting as judge of a baby show.

Don't call a man lazy too hastily. This poor fellow may be suffering from voluntary inertia.

In his write-up of a home talent play an Alberta editor commended a publisher for his "clever impersonation of a gentleman."

It is just as safe to guess that it is the headlight nearest to you that is out.

## WILL TAKE WHEAT ON SUBSCRIPTION

The Call will accept payment for subscriptions in wheat, at the rate of 2-3 cents a bushel. There are three bushels of No. 1 or No. 2 wheat will pay a year's subscription. This policy covers arrears, renewals or new subscriptions and applies to bona fide farmers in any part of Alberta.

The wheat may be delivered to any elevator with a graded storage ticket made out in the name of The Gleichen Call and presented to The Call for credit. This exchange will be in force until definite notice of withdrawal. All farmers wishing to take advantage of it are requested to do so as early as possible during the grain marketing period.

## ALBERTA'S OPPORTUNITY

IN THE

## British Bacon Market

For the first time in history the World's Greatest Bacon Market has granted a definite quota to Canadian Bacon Producers, under Controlled Imports to Assure a steady Market. Canada's quota is 280,000,000 lbs. annually.

## THE KEY TO THIS MARKET IS QUALITY

Alberta was second in 1932 among all provinces in total hog marketings, but only eight hogs in every 100 marketed were suitable for the British trade.

## NOT MORE HOGS, BUT BETTER HOGS

What is needed is not greater numbers, but a greater proportion of the Select Bacon Type required by the British Market.

Policies to Encourage Production of High Quality Bacon Hogs Suitable for Overseas, have been adopted by the Alberta Department of Agriculture in co-operation with the Federal Government, Railways and Packers. These include hog housing and exchange of off-type sows by the farmers for selected gilts from the packing plants.

Write for particulars to

ALBERTA DEPARTMENT OF AGRICULTURE  
GEO. ROADLEY Minister of Agriculture. S. G. CARLYLE Live Stock Commissioner.

## To the Old Country for Christmas

FARES EXCEPTIONALLY LOW  
NOV. 20 to JAN.  
Return Limit 5 MONTHS

Go while the bargain fares are in effect — Through train service to seaboard Connecting with fast comfortable Canadian Pacific Steamships.

Frequent sailings during November and December  
TRAVEL ALL

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## The Gleichen Flour Mill

Beau Ideal Flour milled by the Gleichen Flour Mill is a straight grade and consequently has higher protein contents and greater food value than First Patent flour.

It has a slight creamy color when first ground but becomes perfectly white in a month or two as it bleaches naturally in the bag.

Keep a few months supply of Beau Ideal on hand and you will always be sure of having a well matured flour of the very best quality in your home.

## SPEND CHRISTMAS AT HOME

Perhaps you have been wishing for a long time that you might go back East for Christmas, or visit the Old Country once again. This is the year to gratify your wish.

Invitingly low fares will be obtainable November 20th to January 5th to the Old Country, December 1st

Scrupulous care in selection of natural cereals, cultured yeast and choice hops and painstaking supervision of an expert staff of brewers, contribute to the excellence of Alberta Five Famous Beers.

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